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Goldman
Sachs

The Board of Directors
WPP plc
Sea Containers
18 Upper Ground
London, SE1 9GL

4 October 2019

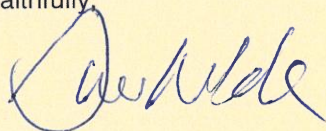
Dear Sirs,

Proposed Transaction in Respect of the Kantar Business

We refer to the Class 1 circular to be published on 8 October 2019 relating to the proposed disposal by WPP plc of its Kantar division (the Circular).

We hereby confirm that we have given and not withdrawn our consent to publication of the Circular with the inclusion therein of references to Goldman Sachs International in the form and context in which such references are included in the Circular.

Yours faithfully,



For and on behalf of Goldman Sachs International